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Study Forecasts Rise in Internet Ad Dollars Led by Digital Video and Rich Media

According to a report published by Inside Digital Media, Inc., the current recession will cause a drop in aggregate advertising this year, followed by a weak recovery next year. A modestly declining trend will continue for several more years as sponsors radically re-examine long-held assumptions.

Sponsors will reallocate marketing dollars to increasingly use the Internet as a direct media connection to consumers thereby leaving a smaller share for the advertising industry. Internet advertising will rise from 8% of the total in 2008 to 22% in 2013. But, Project Canoe will fail to meet the challenge of Internet video advertising

The combined categories of Digital Video and Rich Media will rise from 10% of Internet advertising in 2008 to 24% in 2013. Together the two sectors will increase at a 40% compounded annual rate.

Long-form video will ultimately migrate to the Internet. Also, the "Search" function will remain important in a video-centric Internet and click-through video commercials will become a Search-ad option.

Future Developments in Video Advertising, July, 2009

On-Line Viewing of Entertainment News Reveals Sharp Increase in Past Year

Data compiled by services of comScore indicate that video viewership at entertainment news sites reached nearly 55 million Americans in May, 2009. That number represents a 7-percent increase over the previous year. Online video has also become an increasingly important channel for content in the category, with the number of videos viewed growing 53 percent in the past year.

In addition, the report also concludes that more than one out of every four U.S Internet users is visiting an entertainment news site each month by viewing news updates throughout the workday. In fact, almost half of all time spent on entertainment news sites comes from work computers.

With nearly 21 million visitors in May, a gain of 65% in the previous twelve months, omg! ranked as the most visited entertainment news site. TMZ scored highest in total On-Line video viewership with 2 million video viewers and 10.3 million videos viewed. More than 1.7 million viewers watched 3.8 million videos at omg!

comscore Media Metrix/comScore Video Metrix, July, 2009

Call Byron Media at 212-726-1093. Our team will find the best ways to slash your research budget and still gather data that will drive sales, marketing and content development. We specialize in consumer "buzz" projects, focus groups, b2b custom studies as well as segmenting viewer/user populations.